



11.7.18

Request for Qualifications/Call for Entries
for Art on theMART

Art on theMART seeks local and international artists to create an art work to be projected as part of Art on theMart, an innovative public digital art platform.

About [Art on theMart](#)

Art on theMart is the largest permanent digital art projection system in the world and an innovative platform for public art that covers nearly three acres of the river façade of theMART in downtown Chicago. The transformative project, privately funded by Vornado Realty Trust, launched with the inaugural set of projections on September 29, 2018, attracting more than 32,000 people. It has quickly emerged as a major international cultural destination. Art on theMart is active two hours a night, five nights a week, and 10 months a year, based on an agreement with the City of Chicago. For more information, visit www.artonthemart.com.

Qualifications:

Qualified applicants are:

- Able to demonstrate an interest in and aptitude for new media.
- Able to demonstrate a proven history of multimedia projects or similar work.
- Able to meet deadlines and manifest complex art and design projects with many collaborators and stakeholders.
- Individuals or teams.

Design Criteria

The selected work:

- Is an approximately 5-10 minute digital piece to be projected directly, or a set of approximately 6 still images (potentially treated through theMART's proprietary software) that can be shown repeatedly in the context of Art on theMART.
- Demonstrates attention to the specificity of theMART façade and the surrounding natural and built environment of Chicago.
- Will have broad public appeal.
- Expresses the potential of the platform.

- Has content appropriate for all audiences.
- Does not have incendiary content.
- Does not include branding, sponsorship credits, or messaging.

Specifications/Guidelines

- The projection system includes 34 Christie Digital 4K30 Boxer projectors mounted above the Riverwalk just east of the bridge tower at the intersection of Franklin and Wacker.
 - Total Channels of Video: 3
 - Working Resolution: 6000 x 2584 px
 - Total number of projectors (active): 34
 - Estimated projected area: 115,000 sq. ft.; 2.6 acres
 - Delivered Format Expectations:
 - Resolution – 6000 x 2584
 - Codec – HAPQ
 - Container - .mp4
 - Frame rate – 30 fps
 - Audio – embedded audio
 - Mono 16 bit 44.1kh
- Types of work: Video and other moving image works may be projected directly onto the façade. Additionally, moving and still images, such as paintings, photos and other 2-D works may be ingested into theMART’s proprietary software system and artists may collaborate to animate and otherwise alter the images.
- Remember the windows: The windows of the façade are “subbed out,” so that projected light does not enter the interior of theMART. Therefore, the façade of theMART cannot be considered as a flat screen.
- Legibility: Large blocks of solid colors in high contrast are more legible than detailed images with low contrast palettes. Animated designs work very well and live footage also works if careful attention is given to the amount of detail and color contrasts. These same principles apply to still images.
- Fit content to the building and leverage the building geometry: The projection coverage area is more than the rectangle of the façade but rather extends vertically up the three towers of the building, resulting in an interesting geometry. The entire projection surface area does not have to be used but it is encouraged.

- If audio files are provided to accompany the work, the audio can be accessed through the Art on theMART website. Audio is not required.
- The building features LED lights at the crown that can be coordinated to accompany projections.
- The system does not currently support live data feed.

Additional guidelines and templates will be provided to qualified candidates in the RFP.

Budget/Fees

- No fee will be provided for the submission of qualifications.
- Selected candidates will recover \$1000 upon delivery of a complete and on-time proposal. (Submission of qualifications as requested in this RFQ does not constitute a proposal.)
- The selected artist(s) will be awarded \$10,000, which includes an artist fee and production costs of the project. If the project costs exceed \$10,000, the artist and/or its sponsor organization will be responsible for the balance
- Equipment, technical adaptation and review, installation, maintenance and publicity costs to be covered by Art ontheMART.

Required Application Materials

1. Project description: In 500 words or less, describe your initial vision for the project.
2. Project budget and how it will be funded
3. Rough visual sketch of the project and a 30 second – 1 minute animation/motion graphic if applicable.
4. Professional CV
5. Work samples. Submit up to 5 examples of past work that relate most closely to this project or provide link to a portfolio.
6. In 100 words or less, describe your organizational affiliation, if any and its potential involvement in the project.

Review Process/Timeline

December 15, 2018	Required Application Materials for qualification due*
December 21	Limited RFP issued to qualified artists
January 25, 2019	Proposals due
Approx. February 1	Selection(s) announcement
March 1	Art on theMART Exhibition opens*

*Submissions for late spring, summer and fall projection seasons are also accepted but priority will be given to qualified candidates with proposals for works that are ready to be projected in March 2019.

Questions/How to Apply:

Please address any inquiries and submit the required application materials through www.artonthemart.com.

Thank you.